

SPIDER-MAN

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SEPT  
02457



MARVEL  
COMICS  
GROUP

# the AMAZING SPIDER-MAN

APPROVED  
BY THE  
COMICS  
CODE  
AUTHORITY

THE  
SPIDER  
OR THE  
MAN?

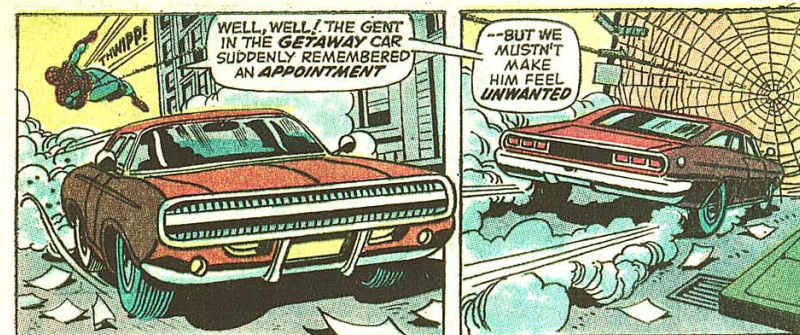
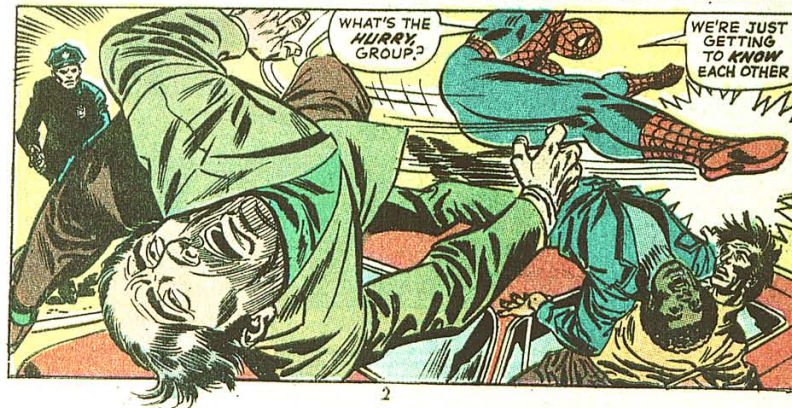


AT LAST! THE GREAT, LONG-AWAITED  
**100TH ANNIVERSARY ISSUE!**  
WITH THE WILDEST SHOCK-ENDING OF ALL TIME!











# OUT COLD!



7 BUT WHEN I WOKE UP IN THE INFIRMARY... I BEGAN TO SEE THE LIGHT... FOR THE FIRST TIME IN MY LIFE.



8 THERE'S NO FUTURE FOR ME IN THAT JOB... AND THERE WON'T BE ANY FUTURE UNTIL I GET MY HIGH SCHOOL DIPLOMA! I'M STILL OUT COLD!



9 NANCY, I'M GOING TO FILL OUT THE COUPON IN THIS MAGAZINE AND FIND OUT ABOUT GETTING MY DIPLOMA AT ICS!

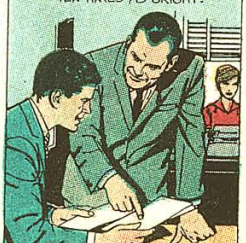


10 WELL, I DID IT... LEARNED AT ICS, ON MY OWN TIME, GRADUATED WHEN I WAS READY, DIDN'T COST MUCH OR TAKE VERY LONG.

11 AND I GOT THE DIPLOMA, BUSINESSMEN RESPECT... ONE FROM ICS!



12 THAT ICS DIPLOMA GOT ME THIS JOB IN THE OFFICE... THE PAY'S TWICE AS GOOD, AND THE FUTURE TEN TIMES AS BRIGHT!



13 YOU KNOW THEY SAY A HIGH SCHOOL DIPLOMA IS WORTH \$80,000 OVER A LIFETIME. AND IT'S GREAT TO HAVE EVERYBODY'S RESPECT! ICS OPENED MY EYES!



**ICS** International Correspondence Schools ICS, Scranton, Pa. 18515  
Division of Intext

MAIL TO ICS, SCRANTON, PENNA. 18515 1 H163 G

Without cost or obligation, send me "HOW TO SUCCEED" and the opportunity booklet about the field BEFORE which I have marked X (plus sample lesson). (Partial list of courses)

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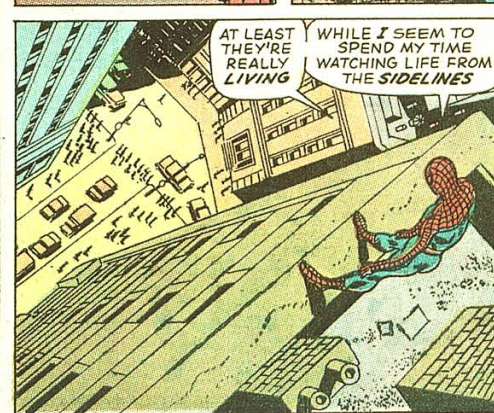
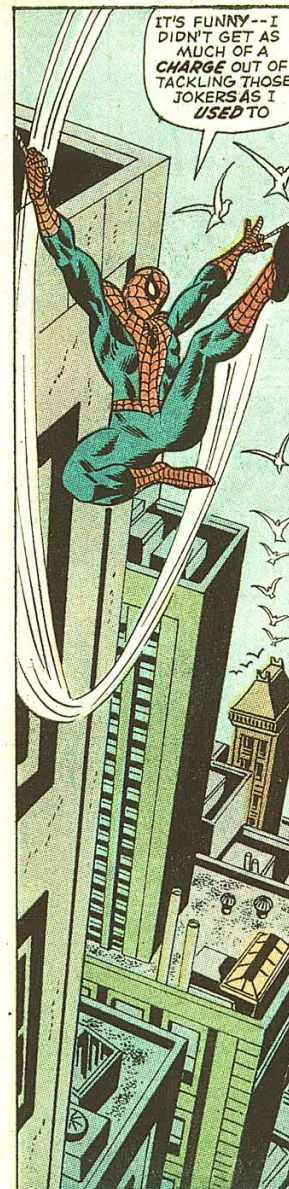
☐ COLLEGE PREPARATORY ☐ HIGH SCHOOL MATHEMATICS ☐ PREP. FOR HIGH SCHOOL EQUIVALENCY EXAM

ICS also offers a full schedule of vocational courses for men and women in all major fields including the following:

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| <input type="checkbox"/> OTHER—specify year field of interest: _____ | <input type="checkbox"/> MACHINE SHOP       |                                      |                                      |                                           |

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Working Hours: \_\_\_\_\_ A.M. to \_\_\_\_\_ P.M.  
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Approved for veterans for tuition refund. • Accredited member National Home Study Council.  
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MAYBE I'M FINALLY GROWING UP AT LAST



MAYBE I'M BEGINNING TO REALIZE THERE'S MORE TO LIFE THAN BEING A CORNY COSTUMED CLOWN

AND MAYBE I'M JUST STARTING TO REALIZE IT 'CAUSE OF THE WAY I FEEL ABOUT GWEN



EVER SINCE WE'RE BACK TOGETHER AGAIN, I CAN'T GET HER OUT OF MY MIND

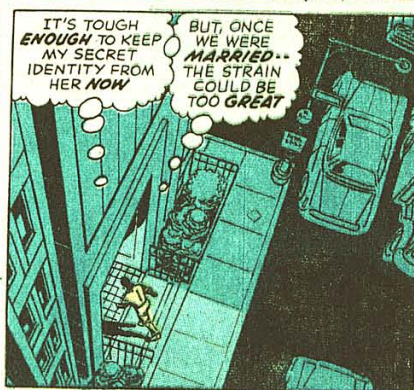


SO I MIGHT AS WELL ADMIT IT! I KNOW WHAT I WANT

AND GWEN STACY IS IT



BUT, EVEN THOUGH SHE DOESN'T TALK ABOUT IT ANYMORE, SHE STILL THINKS SPIDER-MAN'S TO BLAME FOR HER FATHER'S DEATH



IT'S TOUGH ENOUGH TO KEEP MY SECRET IDENTITY FROM HER NOW

BUT, ONCE WE WERE MARRIED-- THE STRAIN COULD BE TOO GREAT



SO, I CAN'T PUT IT OFF ANY LONGER

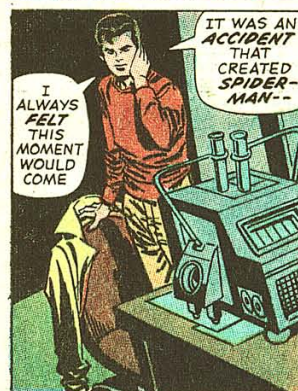
I'VE GOT TO GIVE UP BEING SPIDER-MAN-- FOREVER

AND THERE'S ONLY ONE WAY TO DO IT

IN A WAY, IT'S LUCKY HARRY'S STILL AT THE HOSPITAL\*

\*HE WAS ILL LAST ISH, REMEMBER? --STAN.

I'LL NEED TIME TO CONCENTRATE --IN COMPLETE PRIVACY



I ALWAYS FELT THIS MOMENT WOULD COME

IT WAS AN ACCIDENT THAT CREATED SPIDER-MAN--



BUT, WHAT I DO NOW MUST BE DELIBERATE-- IT MUST BE PERFECTLY PLANNED

IN ORDER FOR PETER PARKER TO REALLY LIVE--



SPIDER-MAN MUST DIE!



I'VE BEEN WORKING ON THIS PROJECT FOR YEARS--EVER SINCE I FIRST GOT MY SPIDER POWERS

--'CAUSE I COULD NEVER BE SURE THAT MY RADIOACTIVE BLOOD WOULDN'T BECOME DANGEROUS--

I NEVER KNEW WHEN I MIGHT NEED A MOTIVATION-- TO MAKE ME NORMAL ONCE AGAIN

CONTINUED AFTER NEXT PAGE



# THE MIGHTY MARVEL CHECKLIST Now on Sale

**FANTASTIC FOUR #114:** At last! Our chance to learn more about the Over-Mind—one of the most exciting, dangerously different super-foes ever to menace the F.F.—and all the world!

**SPIDER-MAN #100:** The greatest of the great! The sensational, sense-shattering 100th anniversary issue! Featuring the most unbelievable ending of all time! Truly a must!

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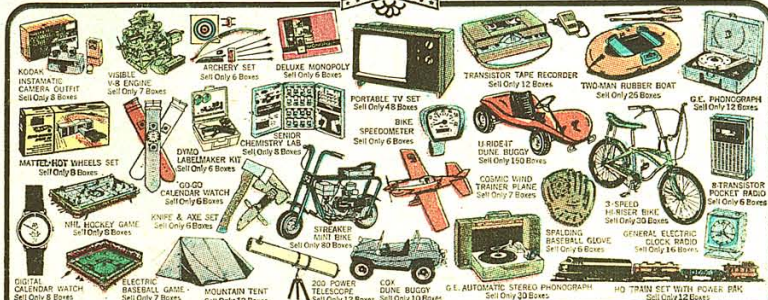
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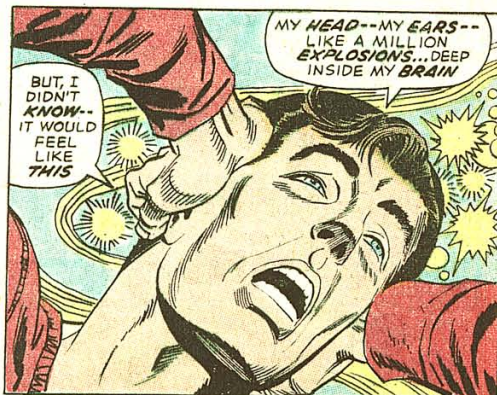
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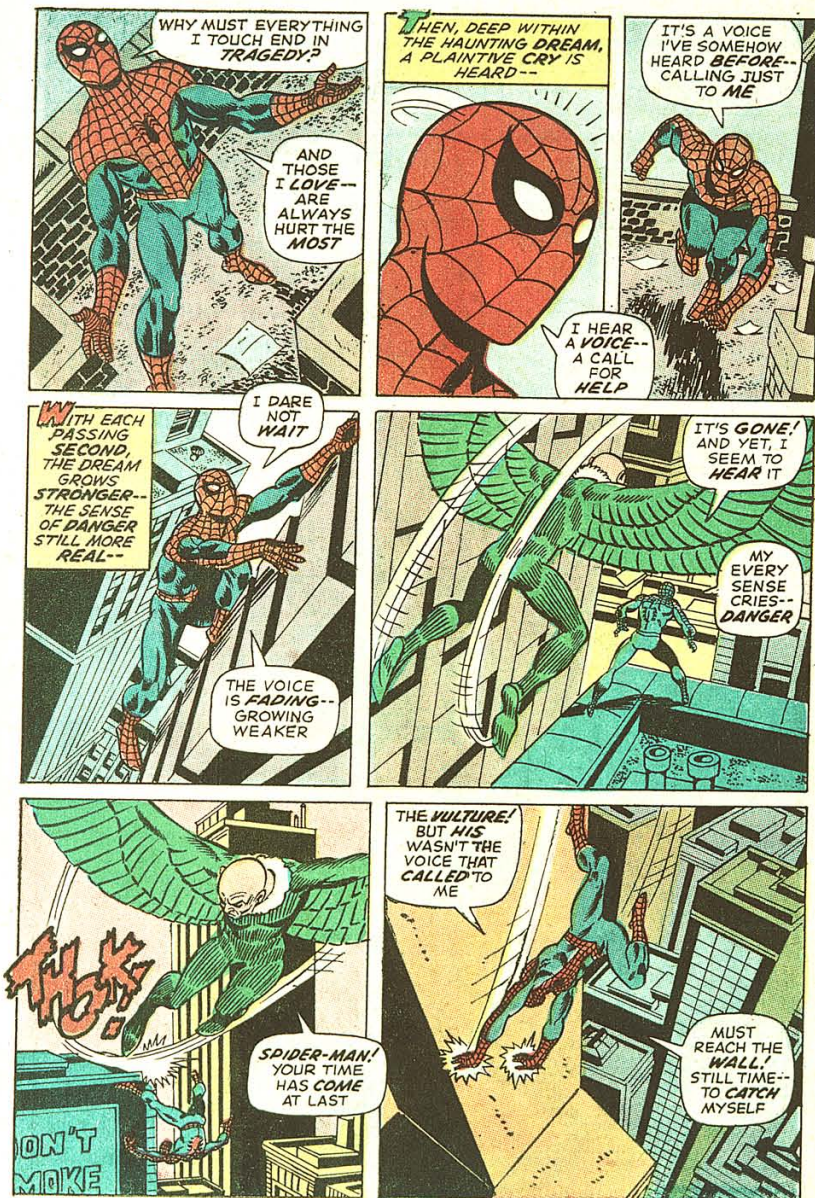
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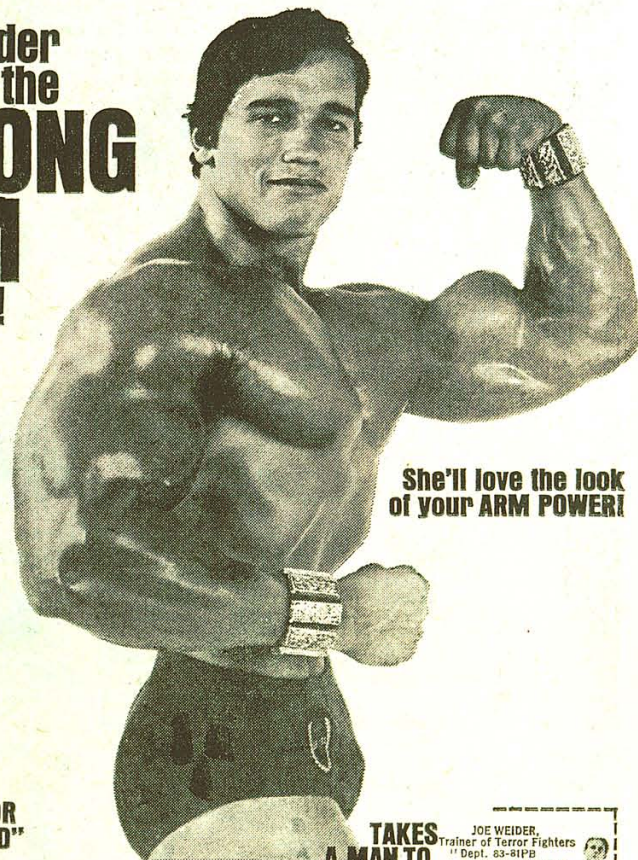








# Joe Weider Creates the STRONG ARM METHOD!



She'll love the look  
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## NEW "HELL-BENT FOR LEATHER N' LEAD" BRACELETS..... THEY TURN YOUR ARM POWER ON!

ARE YOU MAN ENOUGH TO WEAR THEM? Slip on these electrifying New "Hell-Bent for LEATHER N' LEAD" Strong Arm Bracelets--and instantly, in a second, your arms start oozing 100% more power! Your body takes on the appearance of ferocious strength--striking fear and terror into anyone who even thinks of attacking you!

Your manhood and virility "comes alive" and across swiftly to women--they instantly sense your sexual power and want to be in your arms! And because of expert craftsmanship, these genuine leather and gold-toned lead weights--with the word POWER spelled out on each of them--are the latest in "MOD" fashions. They go well with all your clothes, turning them into vigorous-looking styles! You "come alive" with muscle and sex appeal!

NO EXERCISE--NO SWEAT TO CREATE ARM POWER! Just wear them anywhere--anytime--and they turn every arm movement into an instant arm builder! They build ferocious rugged power for any sport--yes, including KARATE! Go ahead, try them, Tiger! If you don't turn on the power fast return them for a full refund, **FREE!** START NOW TO BECOME MORE OF A MAN IN SECONDS!

**TAKES  
A MAN TO  
WEAR THEM!**

JOE WEIDER,  
Trainer of Terror Fighters  
Dept. 53-5119  
531-32nd Street  
Union City,  
N.J. 07087

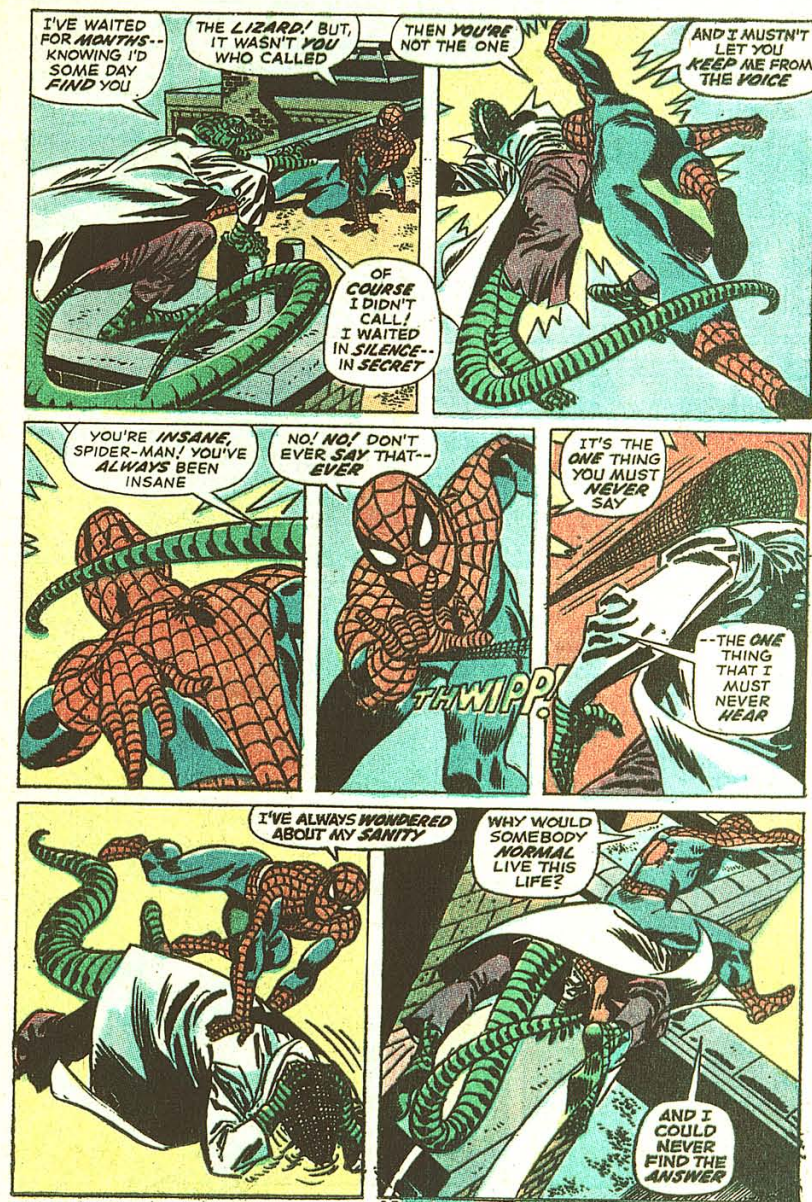
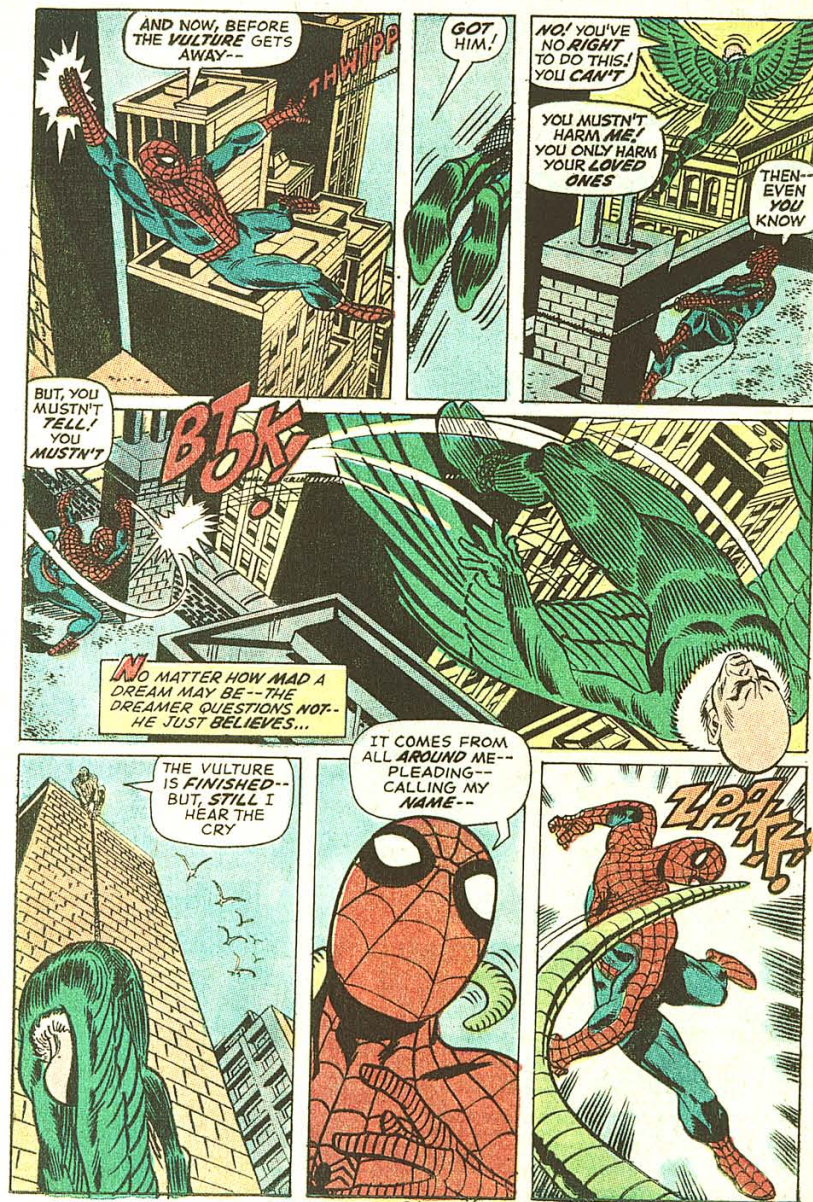
Dear Joe: Okay--Shoot the Works! I'm man enough, I'll slip on your "Hell-Bent for LEATHER N' LEAD" bracelets and if only one second my arms do not "ooze" 100% more power--if they do not look ferocious--I'll return them for a full refund, I'm enclosing \$\_\_\_\_\_ for the following order which you'll send postage-paid.

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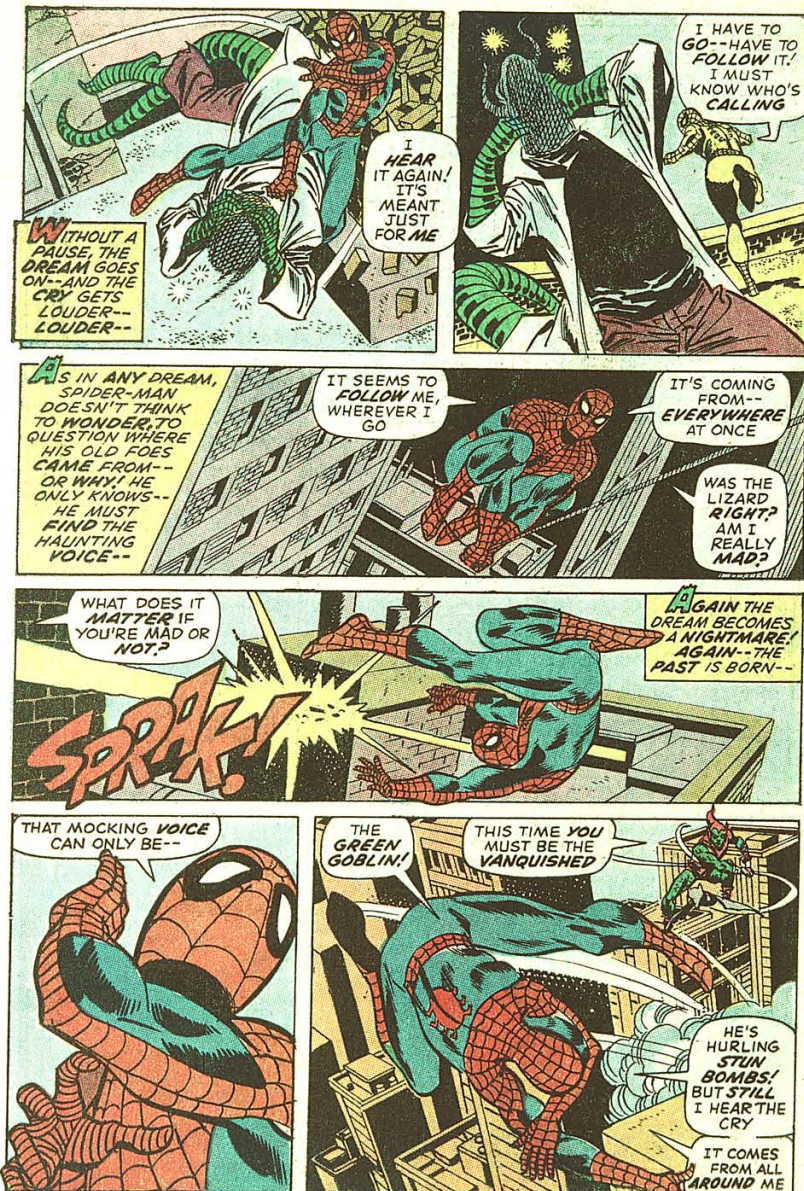
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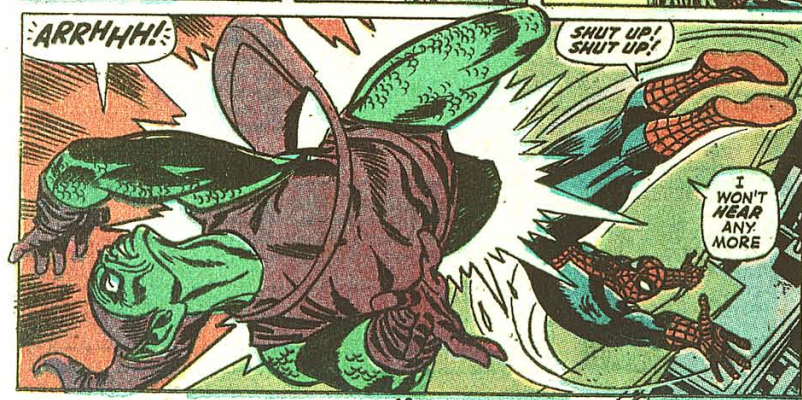
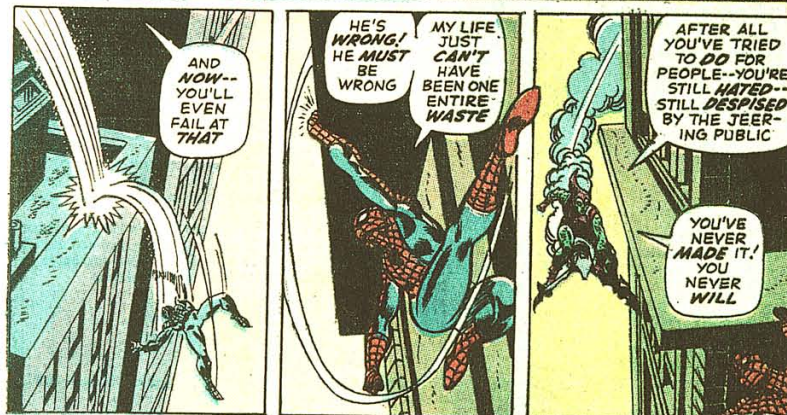
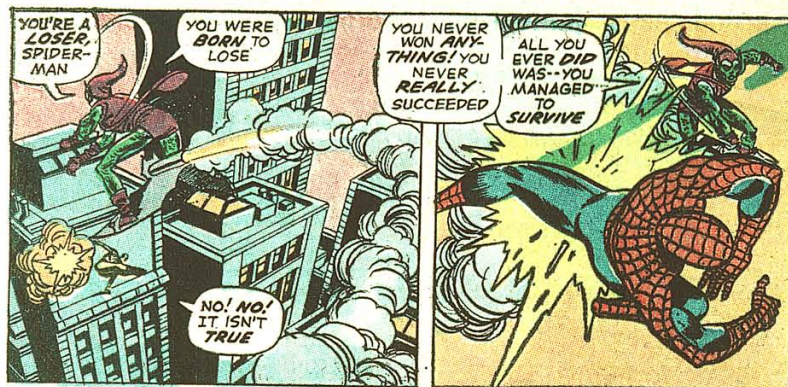
Please rush FREE booklet on how to finish high school at home, also free Government booklet. No obligation.

Print Name..... Age.....

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City & State..... Zip.....





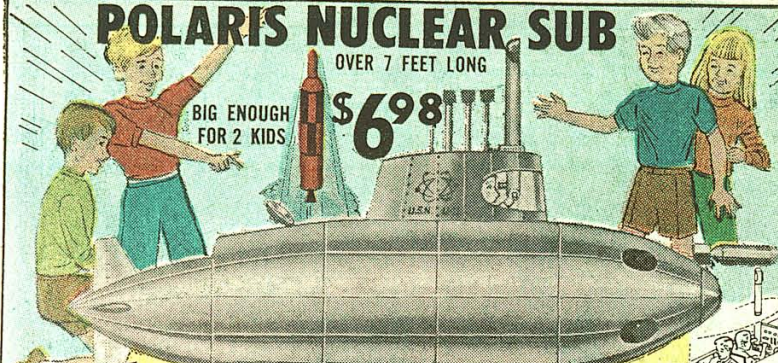


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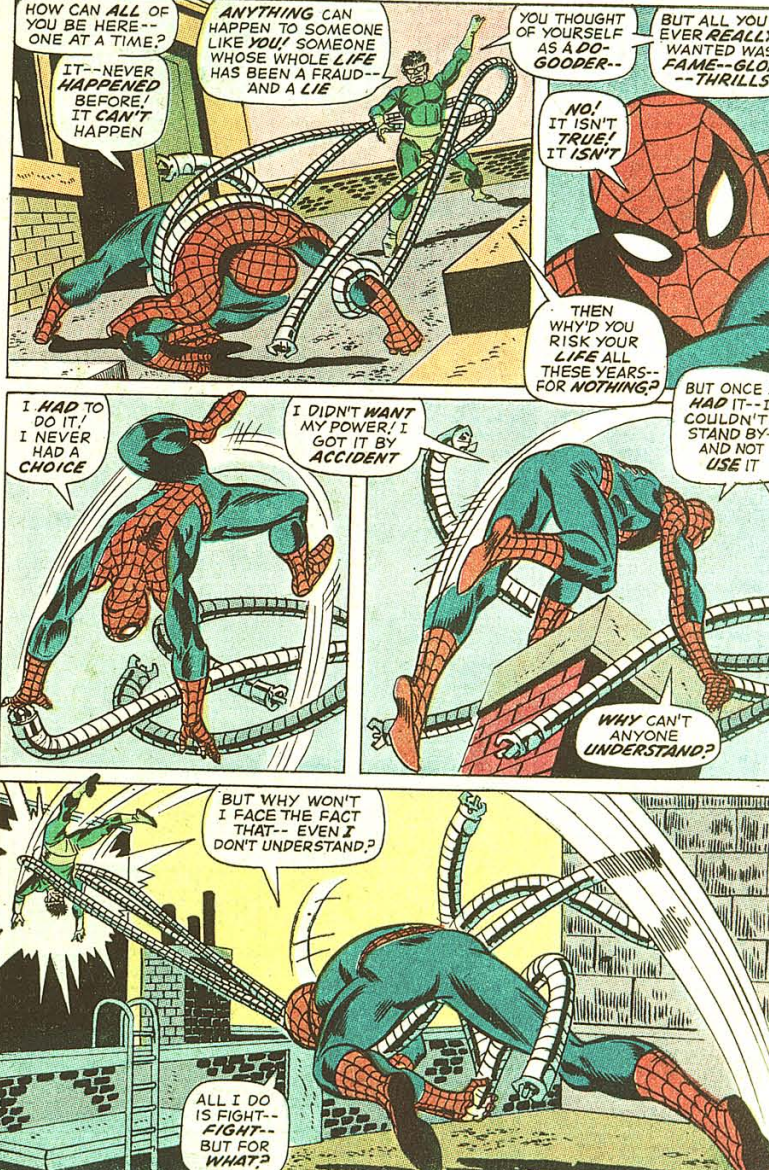
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HOW CAN ALL OF YOU BE HERE-- ONE AT A TIME?

IT--NEVER HAPPENED BEFORE! IT CAN'T HAPPEN

ANYTHING CAN HAPPEN TO SOMEONE LIKE YOU! SOMEONE WHOSE WHOLE LIFE HAS BEEN A FRAUD-- AND A LIE

YOU THOUGHT OF YOURSELF AS A DO-GOODER--

BUT ALL YOU EVER REALLY WANTED WAS FAME--GLORY--THRILLS

NO! IT ISN'T TRUE! IT ISN'T

THEN WHY'D YOU RISK YOUR LIFE ALL THESE YEARS-- FOR NOTHING?

BUT ONCE I HAD IT--I COULDN'T STAND BY-- AND NOT USE IT

I HAD TO DO IT! I NEVER HAD A CHOICE

I DIDN'T WANT MY POWER, I GOT IT BY ACCIDENT

WHY CAN'T ANYONE UNDERSTAND?

BUT WHY WON'T I FACE THE FACT THAT-- EVEN I DON'T UNDERSTAND?

ALL I DO IS FIGHT-- BUT FOR WHAT?

21

CONTINUED AFTER NEXT PAGE

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Put on weight with Health Aids Tablets. Improve your figure and looks by adding a few pounds and inches in the right places. Don't be skinny because of bad eating habits. Gain as much weight as you like. Guaranteed safe for Men, Women, Teen-Agers. Health Aids tablets are packed with pounds gaining calories, vitamins, iron, minerals and other nourishing ingredients, to help you put on weight. Satisfaction Guaranteed or return tablets for refund.

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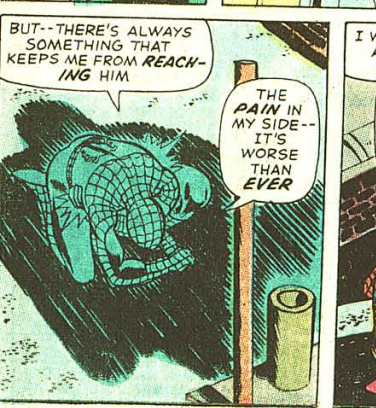
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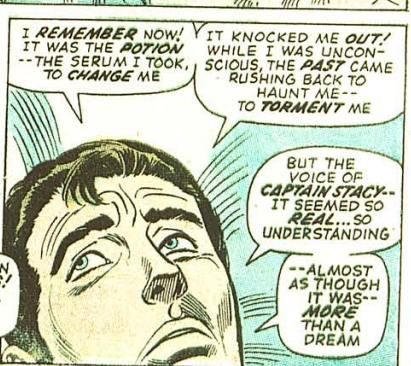
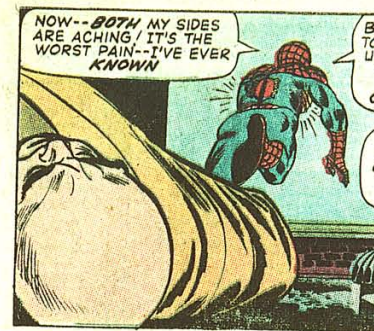








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A full-page comic book illustration of Spider-Man. He is depicted with six arms, wearing his iconic red and blue suit. He is in a dynamic, lunging pose, with his body angled towards the viewer. His primary arms are extended forward, while his other four arms are positioned around his torso and head. The background is a bright yellow with jagged, lightning-like edges. A speech bubble in the upper left corner contains the text "NOT LIKE THIS!". At the bottom of the panel, a large, bold, green-outlined text box contains the following text: "IMPORTANT NOTE: THERE'LL BE NO COP-OUT, WE PROMISE YOU! SPIDEY IS REALLY AWAKE! HE HAS SIX ARMS! AND OUR TALE WILL BE CONTINUED NEXT ISSUE!". The overall style is classic comic book art with bold lines and a limited color palette.

[illegible]

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# INDISPUTABLY IRRELEVANT ITEMS OF INCONTESTABLY LASTING INCONSEQUENCE!

ITEM! Did you know that we're presently working on a mildly magnificent Marvel art exhibit? It's being prepared for display at Emerson College in Boston, under the guiding hand of Shel Feldner, Emerson's talented assistant professor of drama, and Marvel fan extraordinaire. If it proves to be as successful as we expect it to be, we're planning to convert it into a permanent exhibit which will travel around the country for showings at countless campuses and galleries. Who knows — we may become the Barnum and Bailey of the comic book biz!

ITEM! By the time this momentous mention appears in print (we're writing this page on March 1st, months before you'll get to read it), BARRY SMITH should be back in the USA, having returned from his two-year sojourn in merrie old England, land of his birth. While he was there, whipping out his cataclysmic CONAN strips, he also found time to do an illustration for the Beatles' song "Come Together," which will appear in *The Second Illustrated Beatles Lyrics*. Not bad for a country lad!

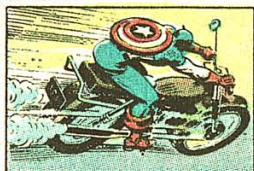
ITEM! Speaking of England, the gang in the Bullpen recently commissioned a most glamorous messenger when STAN LEE's beauteous British wife JOANIE made a flying visit to London. Due to the mail strike which was then in effect, our leader's better half volunteered to bring back some much-needed artwork from Barry, as well as a large selection of musical material from ICARUS, the brilliant British group which is just completing a far-out Marvel album. All in all, it looks like mighty Marvel has accounted for more than its share of transatlantic travel lately.

ITEM! Just thought you'd like to know that SYD SHORES' long-awaited RED WOLF is gonna be inked by none other than WALLY WOOD! Now if that's not the most titanic team-up of the year, what is?

ITEM! Say hello to Marvel's newest staffer, SAL AMENDOLA. Sagacious Sal's our pundit of proofreading, and the latest addition to our prolific production department. One of these days, when we get the time, we'll tell you exactly what the production dept. does — as soon as six-foot-six JOHN VERPOORTEN gets around to explaining it to us. But, till then —

ITEM! GERRY CONWAY just returned from the West Coast where he was huddled with HARLAN ELLISON over some sort of a secret project for a few weeks. We can't clue you in just yet, but chances are if you don't stray too far from our mixed-up mags, you'll be bumping into it sooner or later.

ITEM! Everybody's being extra nice to JOHNNY ROMITA lately, hoping for a ride in the nifty new Mercedes he just latched onto. But, if you ask us, the guy simply has no sentiment. You'd think that anyone who's been drawing CAPTAIN AMERICA these days would buy a motorcycle if he wanted some wheels! Oh well...



ITEM! Did you happen to see SCHOLASTIC's recent NewsTime edition which had an interesting article about SPIDER-MAN'S latest issues? We always enjoy poring thru the SCHOLASTIC magazines, to learn what's new and exciting in the youth-education field, and it was a real kick to bump into a feature dealing with ourselves!

ITEM! And of course you must have seen STAN LEE's interview on ABC-TV's EYEWITNESS NEWS recently. To no one's surprise, he spent the time yacking it up about Marvel — and we loved every minute of it. Then there was that great mention that LOOK MAGAZINE gave us a few issues back. In their IN THE KNOW section, they said (in part) that the public should latch onto our Marvel mags because they're packed with today's steamy issues! And, as if that's not enough to swell our pointy little heads, the prestigious NEW YORK TIMES devoted a major portion of the first page of its second section not long ago to a penetrating article about Marvel's wondrous web-spinner! Now, all that remains is for the White House to declare a National Bullpen Day, and we'll have it made!

## STAN LEE'S SOAPBOX

This is it — the one soapbox I've really been looking forward to writing. This month, as all of comicdom must surely know, marks Spider-Man's 100th anniversary! Yep, it was just one hundred issues ago that the wall-crawling wonder made his first appearance as the star of his own magazine, although he was actually "born" one issue earlier in the final issue of AMAZING FANTASY #15 in 1962. Today, Spidey is undeniably the most popular single superhero character in all the world, and his fanatical fan following seems to grow stronger each day. Therefore, I want to publicly thank all those who've had a hand in Spidey's success — my publisher, Martin Goodman, who first gave me the go-ahead... Steve Ditko, Spidey's initial artist, who breathed life and lustre into the strip... Johnny Romita, who later took over the artistic reins and carried the web-spinner to greater peaks of popularity than ever before... John Buscema, who continued our hero's exploits when we needed him the most... Larry Lieber, who skillfully pencilled some of our never-to-be-forgotten Spider-Man annuals... Gil Kane, who is presently doing such a brilliant job of illustration and interpretation in one of Marvel's most truly difficult assignments... and, of course, to all the illustrious inkers who have never let ol' web-head down: Jim Mooney, Mike Esposito, Frank Giacoia, and Sal Buscema... as well as to Artie Simek and Sam Rosen, who've lettered so many of Spidey's epics that they've got web-fluid pouring from their pen points! And now that we've reached our 100th ish, I doff my hat to you, without whose support and enthusiasm it would all have been for naught. I thank you, Spidey thanks you, And Aunt May is baking a cake.

Excelsior!

*Stan*



## THE SPIDERS' WEB

SEND YOUR LETTERS TO:

THE MARVEL COMICS GROUP, SECOND FLOOR 625 MADISON AV., NEW YORK, N. Y. 10022

Due to the tremendous response to SPIDER-MAN #96 and our limited amount of space, we decided to print excerpts of the many wonderful letters we received. So hang on and dig in...

"I have to commend you for bucking one of the less reasonable aspects of the Code and doing a story on drugs."

Warren Bluhm, D-57 Brook Dr.  
Chester, NJ 07930

"... Never before have your characters been so real — your sub-plots so realistic."

Dion Berlowitz, 25 Oakbrook 'E'  
Williamsville, NY 14221

"I find it gratifying to read that hero of the campuses, Spider-Man, voicing thoughts which are uppermost in the minds of concerned citizens."

Felice Abraham, 1442-50 Street  
Brooklyn, NY 11219

"YOU TOOK A STAND."

Barry Pearl, 88-04 63rd Dr.  
Forest Hills, NY 11375

"I want to commend you and publisher Goodman for your boldness and just plain guts."

Michael Resnick, 25 Knolls Crescent  
Riverside, NJ 10463

"Drug abuse has to be fought. It is terrible that the Comics Code Authority wants you to close your eyes and pretend it's not there."

Frank Kobola, 6 Horizon Road  
Ft. Lee, NJ 07024

"This was the first time I had seen any company put their magazine in jeopardy rather than cut out something which they felt was right, and was needed."

Robert Konior, 20-07 149th St.  
Whitestone, NY 11357

"Can't comics help their readers if possible, besides entertaining them?"

Bruce Berman, 79-28 211th St.  
Flushing, NY 11364



"Stan thought that the topic was too important to wait until the Comics Code approves of it."

Jeff Strell & Robert Greenberger  
70 Orange Dr., Jericho, NY 11753

"As I see it, if your message reaches at least one person in need, all the effort you must have put in it was well worth it."

Paul Zabrocki, 610-23rd St. North  
Great Falls, Montana

"It would seem that a publishing company the size of your outfit should be permitted to speak about social problems the way you did in such a commendable manner, with good taste."

Bill & Dennis O'Brien, 1461 Sierra Vista Dr.  
La Habra, Cal. 90631

"As the father of two young sons, I most earnestly hope that your policy may be helpful and preventative."

Theodore Tolces, 145 Combs Ave.  
Woodmere, NY 11598

"For what some people consider one of the more immature forms of literature, you seem to be doing more 'getting down to it' than a lot of the pompous, stuffed shirted old conservatives who cut you down for it."

Rodney L. Bloom II, 528 Shrewsbury Ave.  
New Shrewsbury, NJ

"Face Front, everybody, Marvel Comics has!"

Matthew Kreps, 40 Catherine Ct.  
Cedar Grove, NJ 07009

"The sub-plot about drugs is what has been lacking for a long time in the comic world. I can see the Comics Code Authority's point in refusing to approve this issue, but the superheroes are supposed to live in our world with our problems."

Becky Clover, 1116 28th Street NE  
Canton, Ohio 44714

"Spidey is a different superhero, so one must not hold back a new and different idea."

James Conner, 1025 E. Miller  
Kingsville, Texas 78363









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